2016 Amendments to the 2009 City of Watertown Comprehensive Plan

Chapter 6: Land Use
Page 63-64: Planned Mixed Use (Future Land Use Category)

REVISE EXISTING TEXT

Planned Mixed Use
This future land use category is intended to facilitate a carefully flexible but controlled mix of commercial, and residential, institutional, light industrial, and open space uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This category advises a carefully designed blend of Mixed Residential, Planned Office, Planned Business, Planned Industrial, Parks & Recreation, and Institutional land uses. Planned Mixed Use areas have been designated along the existing rail corridors and along former rail spurs in historically industrial areas on the Future Land Use maps.

The best option for future zoning of the lands mapped under the Planned Mixed Use future land use category is often a Planned Development (PD) zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City’s SNR, MR-8, MR-10, PB, and PO, and PI zoning districts may also be appropriate for areas within this future land use category.

Policies and Programs:
1. Grant development approvals only after submittal; public review; and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
2. Develop conceptual plans for Planned Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these area.
4. Generally adhere to the design guidelines listed below when reviewing proposals for Planned Mixed Use:
   a. Promote multi-story buildings, generally with more active uses on first floor.
   b. Design buildings and sites oriented toward pedestrians not automobiles.
   c. Locate parking on streets, to the rear of buildings, and/or in parking structures.
   d. Promote development oriented toward high-speed passenger rail service.
   e. Orient building entrances to street with minimal front setbacks.
PUBLIC NOTICE
CITY OF WATERTOWN
COMPREHENSIVE PLAN AMENDMENTS

TO WHOM IT MAY CONCERN:

Notice is hereby given that the City of Watertown Common Council will hold a public hearing on or about 7:00 PM on Monday, April 4, 2016, at the Watertown City Hall, Council Chambers, 106 Jones Street, Watertown, WI, to gather public input on proposed amendments to the “City of Watertown Comprehensive Plan.” The Comprehensive Plan sets the policy for the growth, development, and preservation of the community. The proposed amendments would affect Chapters 6 and 10 of the Plan document.

The proposed amendments expand the definition of the Planned Mixed Use future land use category to include Planned Industrial and Parks and Recreation uses, in addition to the Mixed Residential, Planned Office, Planned Business, and Institutional land uses already included. Planned Industrial uses entail high-quality indoor manufacturing, assembly, and storage uses with generous landscaping and limited signage. The proposed amendments involve also updating the Plan to reflect the anticipated development of Tax Increment Finance District #7.

Copies of the Comprehensive Plan and the proposed amendments are available and will be provided upon request at the City Clerk's office at City Hall between the hours of 8:00 AM and 4:30 PM, Monday through Friday. They also are available for review online at www.ci.watertown.wi.us under Documents. Written comments on the proposed Comprehensive Plan amendments should be submitted before the public hearing date to the City Clerk, which will then be forwarded to the Watertown Common Council.

Cindy Rupprecht
City Clerk/Treasurer
Chapter 10: Economic Development

Page 101: “Economic Development Efforts and Programs”

REVISE EXISTING TEXT AND ADD TABLE

Tax Increment Financing
The City uses tax increment financing (TIF) to create incentives for the re-use of existing commercial and industrial sites. TIF provides for up-front public expenditures for land and infrastructure for development. The resulting development pays for the initial expenditures over time through dedicated property tax revenues. The City has opened three new five TIF districts which focus on the redevelopment of the former hospital site, the riverfront area in the downtown, and redevelopment of a shopping center along South Church Street, Airpark Drive, the Westside Industrial Parks, and the industrial area along the rail corridor southwest of downtown. Additionally, the City’s new Airpark Drive and Westside Industrial Parks are part of the City’s TIF initiatives.

Figure 10.3: Watertown Tax Increment Financing Districts

<table>
<thead>
<tr>
<th>TIF District</th>
<th>TIF District Type</th>
<th>General Location</th>
<th>Creation Date</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>TID #3</td>
<td>n/a</td>
<td>Airpark Drive</td>
<td>9/30/1991</td>
<td>9/30/2018</td>
</tr>
<tr>
<td>TID #4</td>
<td>Industrial - Distressed</td>
<td>Westside Industrial Parks</td>
<td>8/16/2005</td>
<td>8/16/2035</td>
</tr>
<tr>
<td>TID #5</td>
<td>Blight</td>
<td>Riverfront and Downtown</td>
<td>8/16/2005</td>
<td>8/16/2032</td>
</tr>
<tr>
<td>TID #6</td>
<td>Blight</td>
<td>E. Main Street/Former Hospital</td>
<td>8/16/2005</td>
<td>8/16/2032</td>
</tr>
<tr>
<td>TID #7</td>
<td>Rehabilitation</td>
<td>Historic Industrial Corridors</td>
<td>4/18/2016</td>
<td>4/18/2043</td>
</tr>
</tbody>
</table>

Page 1023: “Economic Development Focus”

REVISE EXISTING TEXT

The City should continue to promote high quality office and research development. Specifically, the City is currently focusing its efforts on infill development projects within its TIF Districts #4, #5, and #6, and along the STH 26 bypass on the west side of the community.